

displaying information identifying the item and displaying an indication of a single action that is to be performed to order the identified item; and

in response to the single action being performed, sending to the server system a request to order the identified item along with the client identifier, the client identifier identifying account information previously supplied by a user of the client system wherein the user does not need to log in to the server system when ordering the item; and

when account information is to be changed,

coordinating the log in of the user to the server system;

receiving updated account information; and

sending the updated account information to the server system

whereby the user does not need to log in to the server system when ordering the item, but needs to log in to the server system when changing previously supplied account information.

C1 109. (New) The method of claim 108 wherein the account information includes billing information.

110. (New) The method of claim 108 wherein the account information includes shipping information.

111. (New) The method of claim 108 wherein the client system and server system communicate via the Internet.

112. (New) The method of claim 108 including receiving from the server system a confirmation that the order was generated.

113. (New) The method of claim 108 wherein the single action is clicking a mouse button when a cursor is positioned over a predefined area of the displayed information.

114. (New) The method of claim 108 wherein the displaying includes displaying partial information supplied by the server system as to an identity of the user of the client system.

115. (New) The method of claim 108 wherein the displaying includes displaying partial shipping information supplied by the server system.

116. (New) The method of claim 108 wherein the displaying includes displaying partial payment information supplied by the server system.

117. (New) The method of claim 108 wherein the item may alternatively be ordered using a shopping cart model.

118. (New) The method of claim 108 wherein the server system combines multiple requests to order items into a single order.

C | 119. (New) The method of claim 118 wherein requests are combined when sent within a certain time interval.

120. (New) The method of claim 118 wherein requests are combined when sent within 90 minutes.

121. (New) The method of claim 108 wherein after the server system receives the request, it includes the identified item in an order with another item with similar availability.

122. (New) The method of claim 121 wherein availability is categorized as short-term or long-term.

123. (New) The method of claim 121 wherein availability is categorized as short-term, intermediate-term, or long-term.

124. (New) The method of claim 108 including displaying an indication that the order for the item that is requested in response to performing the single action can be canceled within a time period.

125. (New) The method of claim 124 wherein the time period is 90 minutes.

126. (New) A method in a client system for ordering items, the method comprising:

receiving from a server system a client identifier of the client system;

persistently storing the client identifier at the client system; and

for each of a plurality of items

displaying information identifying the item and displaying an indication of a single action that is to be performed to order the identified item; and

in response to the single action being performed, sending to the server system a request to order the identified item and the client identifier, the client identifier identifying account information of a user

wherein the server computer automatically combines orders into a single order.

127. (New) The method of claim 126 wherein the requested orders are combined when sent within a certain time interval.

128. (New) The method of claim 126 wherein the requested orders are combined when requested within 90 minutes.

129. (New) The method of claim 126 wherein the requested orders are combined when the requested items have similar availability.

130. (New) The method of claim 129 wherein the availability is categorized as short-term or long-term.

131. (New) The method of claim 129 wherein the availability is categorized as short-term, intermediate-term, or long-term.

132. (New) The method of claim 126 wherein the client system and server system communicate via the Internet.

133. (New) The method of claim 126 wherein the single action is clicking a mouse button when a cursor is positioned over a predefined area of the displayed information.

134. (New) The method of claim 126 wherein the displaying includes displaying partial information supplied by the server system as to the identity of the user of the client system.

135. (New) The method of claim 126 wherein the displaying includes displaying partial shipping information supplied by the server system.

C1 136. (New) The method of claim 126 wherein the displaying includes displaying partial payment information supplied by the server system.

137. (New) The method of claim 126 wherein the item may alternatively be ordered using a shopping cart model.

138. (New) The method of claim 126 including displaying an indication that the order for the item that is requested in response to performing the single action can be canceled within a time period.

139. (New) The method of claim 138 wherein the time period is 90 minutes.

140. (New) A method in a client system for ordering an item, the method comprising:

receiving from a server system a client identifier of the client system;

persistently storing the client identifier at the client system;

displaying information identifying the item and displaying an indication of a single action that is to be performed to order the identified item;

in response to the single action being performed, sending to the server system a request to order the identified item along with the client identifier, the client identifier identifying account information of a user; and

displaying an indication that the order for the item that is requested can be canceled within a time interval.

141. (New) The method of claim 140 wherein the time interval is 90 minutes.

142. (New) The method of claim 140 wherein the client system and server system communicate via the Internet.

143. (New) The method of claim 140 wherein the single action is clicking a mouse button when a cursor is positioned over a predefined area of the displayed information.

144. (New) The method of claim 140 wherein the displaying includes displaying partial information supplied by the server system as to the identity of the user of the client system.

145. (New) The method of claim 140 wherein the displaying includes displaying partial shipping information supplied by the server system.

146. (New) The method of claim 140 wherein the displaying includes displaying partial payment information supplied by the server system.

147. (New) The method of claim 140 wherein the item may alternatively be ordered using a shopping cart model.

148. (New) The method of claim 140 wherein the server system combines multiple requests to order items into a single order.

149. (New) The method of claim 148 wherein requests are combined when sent within a certain time interval.

150. (New) The method of claim 140 wherein after the server system receives the request, it includes the identified item in an order with another item with similar availability.

151. (New) A client system for ordering an item, comprising:

a component that receives from a server system a client identifier of the client system and that stores the client identifier persistently;

CI a component that orders an item by displaying information identifying the item along with an indication of a single action that is to be performed to order the identified item and by sending to the server system a request to order the identified item along with the client identifier, the client identifier identifying account information previously supplied by a user wherein the user does not need to log in to the server system when ordering the item; and

a component that updates account information by coordinating the log in of the user to the server system, receiving updated account information from the user, and sending the updated account information to the server system.

152. (New) The computer system of claim 151 wherein the account information includes billing information.

153. (New) The computer system of claim 151 wherein the account information includes shipping information.

154. (New) The computer system of claim 151 wherein the single action is clicking a mouse button when a cursor is positioned over a predefined area of the displayed information.

155. (New) The computer system of claim 151 including a component that alternatively orders the item using a shopping cart model.

156. (New) The computer system of claim 151 wherein the server system combines multiple requests to order items into a single order.

157. (New) The computer system of claim 151 including displaying an indication that the order for the item that is requested in response to performing the single action can be canceled within a time period.

C1 158. (New) A method in a computer system for ordering items, the method comprising:

providing to a client system a client identifier for the client system, the client identifier being associated with account information of a user and for persistent storage at the client system;

for each of one or more items,

providing to the client system a display page identifying an item, the display page including an indication of a single action that is to be performed to order the identified item; and

receiving from the client system a request to order the identified item, the request including the client identifier; and

automatically generating a single order for the identified items of the one or more received requests for items wherein the user does not need to specify that the identified items are to be combined into a single order.

159. (New) The method of claim 158 wherein the requested orders are combined into a single order when received within a certain time interval.

160. (New) The method of claim 158 wherein the requested orders are combined into a single order when received within 90 minutes.

161. (New) The method of claim 158 wherein the requested orders are combined into a single order when the requested items have similar availability.

162. (New) The method of claim 161 wherein the availability is categorized as short-term or long-term.

163. (New) The method of claim 161 wherein the availability is categorized as short-term, intermediate-term, or long-term.

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164. (New) The method of claim 158 wherein the single action is clicking a mouse button when a cursor is positioned over a predefined area of the displayed information.

165. (New) The method of claim 158 wherein an item may alternatively be ordered using a shopping cart model.

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166. (New) The method of claim 166 wherein the single action is clicking a mouse button when a cursor is positioned over a predefined area of the displayed information.

167. (New) A method in a computer system for ordering an item, the method comprising:

providing to a client system a client identifier for the client system, the client identifier being associated with account information of a user and for persistent storage at the client system;

providing to the client system a display page identifying an item, the display page including an indication of a single action that is to be performed to order the identified item and an indication that the order for the item can be canceled within a time interval;



receiving from the client system an indication that the user performed the single action along with the client identifier; and

generating an order for the identified item using the account information associated with the received client identifier.

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169. (New) The method of claim 168 wherein the time interval is 90 minutes.

<sup>69</sup>  
170. (New) The method of claim 168 wherein the client system and server system communicate via the Internet.

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171. (New) The method of claim 168 wherein the single action is clicking a mouse button when a cursor is positioned over a predefined area of the displayed information.

<sup>1</sup>  
172. (New) The method of claim 168 wherein the display page includes information identifying the user.

<sup>2</sup>  
173. (New) The method of claim 168 wherein the display page includes partial shipping information.

<sup>3</sup>  
174. (New) The method of claim 168 wherein the display page includes partial payment information.

<sup>4</sup>  
175. (New) The method of claim 168 wherein the item may alternatively be ordered using a shopping cart model.

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170 (New) A method in a computer for ordering an item, the method comprising:

providing to a client system a client identifier for the client system, the client identifier being associated with account information of a user and for persistent storage at the client system;

when an item is to be ordered,

providing to the client system a display page identifying an item, the display page including an indication of a single action that is to be performed to order the identified item;

receiving from the client system an indication that the user performed the single action along with the client identifier; and

generating an order for the identified item using the account information associated with the received client identifier wherein the user does not need to log in to the computer system to order the item; and

when account information is to be changed,

coordinating the log in of the user to the computer system;

receiving from the client system updated account information; and

updating the account information associated with the client identifier of the logged in user based on the received updated account information.

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171 (New) The method of claim 176 wherein the account information includes billing information.

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172 (New) The method of claim 176 wherein the account information includes shipping information.

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173 (New) The method of claim 176 wherein the client system and server system communicate via the Internet.

<sup>19</sup>  
180. (New) The method of claim 176 wherein the single action is clicking a mouse button when a cursor is positioned over a predefined area of the displayed information.

181. (New) The method of claim 176 wherein the display page includes partial shipping information supplied.

<sup>1</sup>  
182. (New) The method of claim 176 wherein the display page includes partial payment information supplied.

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<sup>2</sup>  
183. (New) The method of claim 176 wherein the item may alternatively be ordered using a shopping cart model.

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